

Message Text

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PAGE 01 BEIRUT 03724 060830Z
ACTION NEA-10

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UNCLAS BEIRUT 3724

E.O. 11652: N/A
TAGS: BEXP, LE
SUBJECT: ADS REQUEST FOR MULTI-MEDIA VIDEO, INC., STAMFORD,
CALIFORNIA 94305

REF: DEPARTMENT'S TS OF MAY 26, 1978.

THE FOLLOWING FIRMS HAVE BEEN CONTACTED AND HAVE EXPRESSED AND
INTEREST IN REPRESENTING MULTI-MEDIA VIDEO, INC. AS
DISTRIBUTORS FOR APPLE COMPUTER PRODUCTS.

1. COMPUTER RESEARCH AND SERVICES (COMRES) S.A.R.L., P.O.
BOX 113-6056, MANARA, ARDATI STREET, FAKHOURY BLDG., BEIRUT,
LEBANON.

CONTACT: MR. I. K. HOURI, MANAGING DIRECTOR.

PHONE: 341557

CABLE: COMPUTERM, BEIRUT

TELEX: 20949 LE

COMMENT: THIS IS A LEBANESE LIMITED LIABILITY TRADING COMPANY
ENGAGED IN THE IMPORT AND DISTRIBUTION OF GENERAL LINE OF
ELECTRONIC COMPUTERS, OFFICE EQUIPMENT AND SUPPLIES. LOCAL
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PAGE 02 BEIRUT 03724 060830Z

BANKING SOURCES REPORT THAT FIRM'S WORKING CAPITAL IS 500,000
LEBANESE POUNDS (US DOLLAR EQUALS 2.90 L.L.). FIRM IS ACTIVE
AND COMPETENT IN ITS BUSINESS, MEETS ITS OBLIGATIONS PROMPTLY
AND ENJOYS A GOOD BUSINESS AND FINANCIAL REPUTATION. FIRM MAINTAINS
ITS HEAD OFFICE IN A 6-ROOM APARTMENT LOCATED IN THE CENTER
RESIDENTIAL DISTRICT OF THE CITY. MR. I. K. HOURI, FIRM'S
SENIOR SHAREHOLDER AND MANAGING DIRECTOR, IS AN EXPERIENCED,

PRUDENT AND RELIABLE BUSINESS MAN WHO HOLDS 18 PERCENT OF THE SHARE OF NATIONAL FINANCE AND INVESTMENT S.A.L. (LOCAL CARTE BLANCHE REP), AND POSSESSES LARGE FINANCIAL ASSETS INVESTED IN SHARES, REAL ESTATE AND OTHER TRADING INTERESTS IN LEBANON. FIRM'S 1977 TURNOVER REPORTEDLY WAS 5,000,000 L.L. ITS SALES ABILITY IS CONSIDERED GOOD THROUGHOUT LEBANON, SYRIA, JORDAN AND EGYPT. MR. HOURI IS INTERESTED IN MULTI-MEDIA VIDEO PRODUCTS BECAUSE THEY FIT WELL INTO HIS LINE OF BUSINESS.

2. BAZ ET CIE, ETS. LOUIS PHILIPPE, P.O. BOX 3339, RMEIL STREET, BEIRUT, LEBANON.

CONTACT: PHILIPPE BAZ, PTR AND GM

PHONE: 329145

CABLE: LOUBAZ BEIRUT

TELEX: NA

COMMENT: THIS IS A PARTNERSHIP TRADING COMPANY BETWEEN THE FOUNDER'S SON PHILIPPE BAZ AND HIS WIFE UNDER THE NAME OF ETS. LOUIS PHILIPPE & CO. FIRM IS ENGAGED IN IMPORT, RETAIL AND DISTRIBUTION OF HOUSEHOLD REFRIGERATORS, FREEZERS, WASHING MACHINES, TELEVISIONS RECEIVERS, RECORDERS AND ELECTRONIC EQUIPMENT. IT MAINTAINS ITS HEAD OFFICES, AN ATTRACTIVE UNCLASSIFIED

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PAGE 03 BEIRUT 03724 060830Z

SHOWROOM, WAREHOUSES WITH WORKSHOP FOR REPAIRING ELECTRICAL HOUSEHOLD APPLIANCES IN A BUSINESS/RESIDENTIAL AREA OF BEIRUT. FIRM'S SALES ABILITY IS CONSIDERED GOOD AND ITS TURNOVER IN 1977 REPORTEDLY WAS 1,500,000 LEBANESE POUNDS (US DOLLAR EQUALS 2.90 L.L.); ITS OBLIGATIONS ARE MET PROMPTLY. LOCAL BUSINESS AND BANKING SOURCES REPORT THAT PHILIPPE BAZ, FIRM'S SENIOR MEMBER, IS ACTIVE AND RELIABLE WITH ASSETS ESTIMATED AT 1,500,000 L.L., INVESTED WITH IN BUSINESS AND REAL ESTATE. MR. BAZ STATED THAT MULTI-MEDIA VIDEO PRODUCTS FIT INTO HIS LINE OF BUSINESS.

3. ETS. V. & S. MINASSIAN, P.O. BOX 6817, DABBAS SQUARE, MONOT STREET, MOUKRDICH BLDG., BEIRUT, LEBANON

CONTACT: VIKEN MINASSIAN, PTR AND MANAGER

PHONE: 291304

CABLE: VISEMIN BEIRUT

TELEX: NA

COMMENT: THIS IS A PARTNERSHIP TRADING FIRM BETWEEN VIKEN

MINASSIAN AND HIS BROTHER SEBOUH OPERATING UNDER THE NAME OF ETS. V. & S. MINASSIAN. FIRM IS ENGAGED IN IMPORT, RETAIL AND DISTRIBUTION BUSINESS, BOTH ON OWN ACCOUNT AND ON COMMISSION BASIS, OF PROGRAMMABLE CALCULATORS, COMPUTERS, CHECK PROTECTORS, TYPEWRITERS AND OFFICE MACHINES. FIRM REPRESENTS WANG LABS INC., OF MASS., AND THE HEDMAN CO. OF CHICAGO, ILL., IN ADDITION TO SEVERAL EUROPEAN AND JAPANESE SUPPLIERS. FIRM MAINTAINS ITS HEAD OFFICES IN BEIRUT AND EMPLOYEES 10 PERSONS INCLUDING 3 TECHNICIANS FOR REPAIRING AND SERVICING OFFICE MACHINES AND COMPUTERS. FIRM'S SALES ABILITY IS CONSIDERED GOOD IN LEBANON AND CERTAIN ARAB COUNTRIES. ITS TURNOVER REACHED 1,000,000 LEBANESE POUNDS (US DOLLAR EQUALS 2.90 L.L.). THE MINASSIAN BROTHERS ARE ACTIVE, COMPETENT IN THEIR BUSINESS, MEET THEIR OBLIGATIONS PROMPTLY AND ENJOY A UNCLASSIFIED

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PAGE 04 BEIRUT 03724 060830Z

GOOD BUSINESS AND FINANCIAL REPUTATION. FIRM'S WORKING CAPITAL IS ESTIMATED AT ABOUT 200,000, LEBANESE POUNDS. MR. V. MINASSIAN STATED THAT MULTI-MEDIA VIDEO PRODUCTS FIT WELL INTO HIS LINE OF BUSINESS.

APPR: TAIN P. TOMPKINS PREP: MOHAMMED O. SUKKAR.
PARKER

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